

WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS  
PATENT OF THE UNITED STATES IS:

1. A packaging and applicator device for a formulation for make-up and/or care of keratinic fibers, including:

a reservoir having an opening, the formulation being disposed inside the reservoir;  
application means for applying the formulation, wherein the application means includes an applicator tip which is capable of being loaded with a quantity of the formulation, and wherein the application means is insertable into the reservoir through the opening;  
stripping means mounted on the reservoir in proximity to the opening; and  
wherein the stripping means includes heating means capable of heating the applicator tip with the quantity of product held on the applicator tip at least when the applicator tip passes through the heating means.

2. A packaging and applicator device according to claim 1, wherein the heating means is positioned at a level of an inner circumference of a neck situated below the opening.

3. A packaging and applicator device according to claim 2, wherein the application means can be mounted on the reservoir in a closed position of the device.

4. A packaging and applicator device according to claim 3, wherein the heating means includes at least one wall, the packaging and applicator device further including means to hold the application means, in an intermediate position, adjacent the at least one wall of the heating means.

5. A packaging and applicator device according to claim 1, wherein the heating means includes at least one wall, the packaging and applicator device further including means to hold the application means, in an intermediate position, adjacent the at least one wall of the heating means.

6. A packaging and applicator device according to claim 5, wherein the application means includes a rod, wherein the applicator tip is disposed at one end of the rod, and wherein the rod is in turn mounted to a cap incorporating means to hold the device in a closed position in cooperation with counterpart means on the reservoir, and further wherein the applicator is located inside the reservoir in said position.

7. A packaging and applicator device according to claim 1, wherein the application means includes a rod, wherein the applicator tip is disposed at one end of the rod, and wherein the rod is in turn mounted to a cap incorporating means to hold the device in a closed position in cooperation with counterpart means on the reservoir, and further wherein the applicator is located inside the reservoir in said position.

8. A packaging and applicator device according to claim 7, wherein the heating means includes at least one wall, and wherein a height of the at least one wall is at least as great as a length of the applicator tip.

9. A packaging and applicator device according to claim 8, wherein the applicator tip is in contact over its full length with the at least one wall of the heating means in an intermediate position.

10. A packaging and applicator device according to claim 5, wherein the applicator tip is in contact over its full length with the at least one wall of the heating means in the intermediate position.

11. A packaging and applicator device according to claim 1, wherein the heating means includes a power source.

12. A packaging and applicator device according to claim 11, wherein said power source is a direct current power source.

13. A packaging and applicator device according to claim 11, wherein said power source includes a battery.

14. A packaging and applicator device according to claim 11, wherein said power source includes a rechargeable battery.

15. A packaging and applicator device according to claim 11, further including a switch to selectively enable the heating means to be electrically energized, and wherein said switch is accessible when the application means is placed in an intermediate position to be heated.

16. A packaging and applicator device according to claim 5, further including a switch to selectively enable the heating means to be electrically energized, and wherein said switch is accessible when the application means is placed in said intermediate position to be heated.

17. A packaging and applicator device according to claim 16, further including means to visually monitor heating.

18. A packaging and applicator device according to claim 17, wherein said means to visually monitor includes a light-emitting device.

19. A packaging and applicator device according to claim 18, wherein said light-emitting device includes a diode.

20. A packaging and applicator device according to claim 1, further including means to visually monitor heating.

21. A packaging and applicator device according to claim 20, further including an electronic device to control the heating means.

22. A packaging and applicator device according to claim 1, further including an electronic device to control the heating means.

23. A packaging and applicator device according to claim 1, wherein the heating means includes an electrical resistance heater.

24. A packaging and applicator device according to claim 23, wherein the electrical resistance heater includes a wire disposed within a molded part.

25. A packaging and applicator device according to claim 1, wherein the heating means includes a wire seated in a helical groove on an inner wall of an insulating support.

26. A packaging and applicator device according to claim 1, wherein the heating means includes at least first and second materials, the first material being conductive and the second material being insulating.

27. A packaging and applicator device according to claim 26, wherein the first and second materials are bi-injection molded to form said heating means.

28. A packaging and applicator device according to claim 1, wherein said stripping means includes an insert having a heating element associated therewith, and wherein said insert is disposed in a neck of said reservoir.

29. A packaging and applicator device according to claim 28, wherein at least one electrical contact is associated with said neck, and further wherein said insert is electrically coupled to said at least one electrical contact when said insert is disposed in said neck, and wherein said device includes a power source which supplies power to said at least one electrical contact and to said heating element of said insert.

30. A device according to claim 29, wherein said power source includes a rechargeable battery associated with said reservoir, the packaging and applicator device further including a recharging unit, and wherein said reservoir is removably insertable into said recharging unit to recharge said rechargeable battery.

31. A device according to claim 28, wherein said insert includes first and second apertures, wherein the first aperture has a diameter smaller than a diameter of said applicator tip.

32. A device according to claim 31, wherein said second aperture has a diameter larger than the diameter of said first aperture.

33. A device according to claim 32, wherein said second aperture is disposed adjacent a top of said neck and said first aperture is spaced therefrom in a direction toward an interior of said reservoir.

34. A device according to claim 33, wherein said heating element is positioned along said insert at a location between said first aperture and said second aperture.

35. A packaging and applicator device for a product comprising:  
a reservoir having an opening, wherein a supply of a product is disposed in said reservoir;

an applicator device, wherein said applicator device is movable between first, second and third positions, and wherein in said first position one end of the applicator device is disposed in said supply of the product, and wherein in said third position said applicator device is removed from said reservoir and is outside of said opening, and further wherein said second position is an intermediate position between said first position and said third position, and wherein in said second position said one end of said applicator device is out of said supply of the product but at least partially disposed in said reservoir; and

a stripping device which strips a portion of the product from the applicator at at least one location between the first position and the third position, the stripping device including a heating device associated therewith to heat said one end of said applicator device when said applicator device is in said second position;

wherein said applicator device is positioned in said first position to take up a quantity of product from said supply at said one end of said applicator device, the applicator device is then moved to said second position to heat said quantity of product associated with said one end, and then said applicator device is moved to said third position to remove said applicator device from said reservoir with the quantity of said product in a heated condition.

36. A packaging and applicator device according to claim 35, wherein said reservoir includes a neck, and wherein said stripping device is associated with said neck.

37. A packaging and applicator device according to claim 36, wherein said stripping device having said heating device associated therewith includes a heating element associated with an insert and wherein said insert is inserted in said neck.

38. A packaging and applicator device according to claim 37, wherein said insert includes a first aperture and a second aperture, and wherein said applicator device includes an applicator tip at said one end, and further wherein said first aperture has a diameter smaller than a diameter of said applicator tip.

39. A packaging and applicator device according to claim 38, wherein said second aperture is adjacent a top of said neck and said first aperture is spaced from said second aperture in a direction toward an interior of said reservoir, and further wherein said second aperture has a diameter larger than the diameter of said first aperture.

40. A packaging and applicator device according to claim 39, wherein said reservoir includes a power source associated therewith, and wherein at least one electrical contact is associated with said neck such that when said insert is inserted into said neck said power source is coupled to said heating element by way of said at least one electrical contact.

41. A packaging and applicator device according to claim 40, wherein said power source includes a rechargeable battery, the packaging and applicator device further including a recharging unit into which said reservoir is removably insertable to recharge said rechargeable battery.

42. A packaging and applicator device according to claim 35, wherein said reservoir includes a neck, and wherein said stripping device is associated with said neck and includes a first aperture and a second aperture associated therewith, wherein said applicator device includes an applicator tip at said one end, and wherein when said applicator device is disposed in said second position, at least a portion of said applicator tip is disposed between said first aperture and said second aperture.

43. A packaging and applicator device according to claim 42, wherein said first aperture has a diameter which is smaller than a diameter of said applicator tip.

44. A packaging and applicator device according to claim 43, wherein said second aperture is larger than said first aperture.

45. A packaging and applicator device according to claim 44, wherein said second aperture is adjacent a top of said neck and wherein said first aperture is spaced from said second aperture in a direction toward an interior of said reservoir.

46. A packaging and applicator device according to claim 45, wherein said heating device includes a heating element disposed along said neck at least at a location between said first aperture and said second aperture.

47. A packaging and applicator device according to claim 46, further including a closure member associated with a second end of said applicator device, wherein said closure member closes said reservoir when said applicator device is in said first position.

48. A packaging and applicator device according to claim 47, further including a switch which actuates said heating device, and wherein said switch is concealed when said

applicator device is in said first position and said switch is accessible when said applicator device is in said second position.

49. A packaging and applicator device according to claim 35, further including a closure member associated with a second end of said applicator device, wherein said closure member closes said reservoir when said applicator device is in said first position.

50. A packaging and applicator device according to claim 35, further including a switch which actuates said heating device, and wherein said switch is concealed when said applicator device is in said first position and said switch is accessible when said applicator device is in said second position.

51. A packaging and applicator device according to claim 35, further including a visual indicator to indicate a heating state of said heating device.

52. A packaging and applicator device according to claim 51, wherein said visual indicator includes a light emitting device.

53. A packaging and applicator device according to claim 35, wherein said product disposed in said reservoir is an eyelash product.

54. A packaging and applicator device according to claim 35, wherein said product disposed in said reservoir is a cosmetic product.

55. A packaging and applicator device according to claim 35, wherein said product is a make-up and/or care product for keratinic fibers.